ABSTRACT OF THE DISCLOSURE

A method is directed to providing a custom message set within a vehicle message service system. The method includes receiving at least one vehicle message service request, determining at least one set of vehicle parameters based on the at least one received vehicle message service request, requesting at least one vehicle message for each of the at least one set of vehicle parameters from a database, and generating the custom message set responsive to the vehicle messages. The method may further include transmitting the generated custom message set to a vehicle client. The step of generating the custom message set responsive to the received vehicle parameters may include receiving a vehicle message for each of the at least one set of vehicle parameters from the database and producing an object including the vehicle messages.